

USER CONTROL OF ELECTRONIC PERSONAL INFORMATION
WHILE BROWSING THE WEB

5 ABSTRACT OF THE DISCLOSURE

The systems, methods and programs of the present invention enable personal information of a user to be controlled, by the user, in a network environment. A client
10 machine, having stored personal information of a user, receives a request from a first network entity to send the stored personal information to a specified list of other network entities. The request may include a financial incentive in the form of a discount or coupons for specified
15 goods or services. The specified list is presented to the user at the client in a selectable manner thereby enabling one or more of the network entities to be selected by the user. The personal information can be separately edited for each of the selected network entities. The personal
20 information, as edited, is sent to the selected network entities from the client machine with a copy to the requesting first entity. The requesting network entity may send a remuneration to the user for further distributing the user's personal information to other network entities. In a
25 further embodiment, the client machine watermarks the personal information before sending it to a network entity. A separate watermark may be used for each network entity to which the information is sent.